

COMMUNICATION SCHEMA OF ONLINE SYSTEM AND METHOD OF  
LOCATING CONSUMER PRODUCT  
IN THE ENTERPRISE PRODUCTION PIPELINE

5                    ABSTRACT OF THE DISCLOSURE

          An online communication schema for an online vehicle  
ordering and tracking system is provided. The  
communication schema includes a search request message  
and a search reply message. The search request message  
10 includes at least one search criteria, including make and  
model of a vehicle, and a weighting of each criterion.  
The search reply message includes a list of vehicles  
substantially matching the search criteria, and a  
plurality of vehicle configuration parameters of the  
15 vehicles substantially matching the search criteria,  
including make, model, dealer identifier, price, and  
color.